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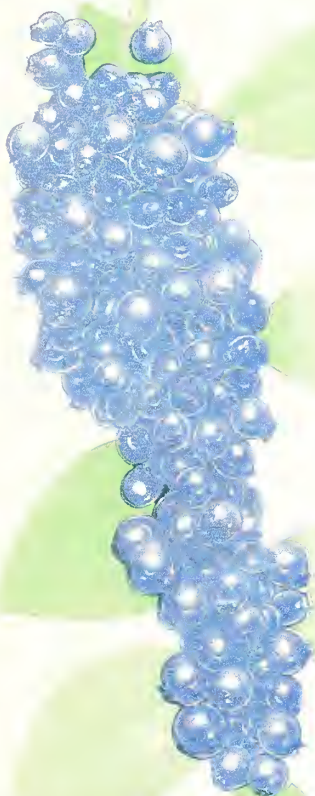


# THE BLUEBERRY

A DELICIOUS FRUIT

Good enough for a MAIN CROP  
A money-maker when planted as  
A Combination Orchard

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W. A. GOX NURSERY CO.

GULFPORT, MISSISSIPPI



GULFPORT PRINTING COMPANY



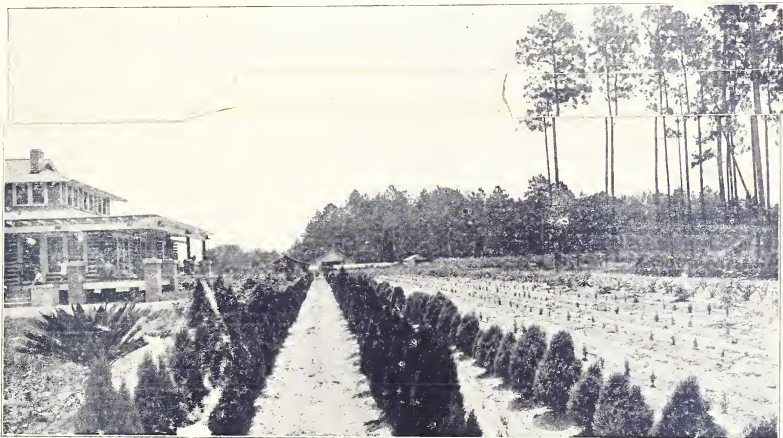
# W. A. COX NURSERY COMPANY

Revised Price List, Season 1926-27

Descriptive matter on folder holds good. In ordering trees, shrubs and flowers, be governed by this price-list. We wish to impress upon you the importance of setting trees this season, as they are a valuable asset to your city lot, suburban home or country orchard.

Our many years of experience as a grower, enables us to supply you with the very best of Nursery stock, and your orders will receive our prompt and careful attention.

You are invited to visit our Nursery and packing sheds at Landon, on the Magnolia Highway, five miles north of the city.



A Partial View of Our Home and Nursery

COX'S EARLY BEARING PER-SHELL PECAN TREES				PINEAPPLE (SAND) PEAR			PALMS	
Size	Each	Five	Ten	Each Per 10	Per 100	Each Per 10	Per 100	
2-3 feet	\$ 3.00	\$ 12.25	\$ 8.00	\$ 75.00		Washingtonia	\$1.00 to \$4.00	
3-4 feet	1.00	4.75	9.00	85.00		Canariensis	1.00 to 4.00	
4-5 feet	1.20	5.75	11.00	100.00		ROSES		
5-6 feet	1.35	6.50	13.00	120.00		All leading varieties		
6-7 feet	1.50	7.25	14.00	135.00		..... \$ .50 to \$1.00		
7 ft. to large	2.00	9.00	15.50	150.00		BAMBOO		
Large	2.50	12.00	22.50	200.00		Chinese Bamboo, height of from 50 to 60 feet (clump)		
Extra Large	3.50	17.00	30.00	275.00		..... \$ .50 to \$1.00		
Extra special	4.00	19.00	35.00	325.00		Bambusa Argentea, height of from 20 to 30 feet (clump)		
SATSUMA ORANGE TREES				FIG TREES			..... \$ .50 to 1.00	
Each Per 10 Per 100 Per 1000				Each Per 10 Per 100			Barberry Hedge, 15 to 18 in.	
8-12 in. high	\$ .25	\$ 2.00	\$18.00	\$ 75.00		..... \$18.00 per 100		
12-24 in. high	.35	3.00	20.00	85.00		Barberry Hedge, 18 to 24 in.		
24-36 in. high	.45	4.00	30.00	100.00		..... 24.00 per 100		
Large	.50	4.50	40.00	120.00		Forsythia Fortunei, 18 to 24 in.		
Large bearing	1.00	9.00	85.00	135.00		..... .65 each		
GRAPEFRUIT				PEACH TREES			Deutzia, 18 to 24 in.	
Each Per 10 Per 100				Each Per 10 Per 100			..... .65 each	
8-12 in. high	\$ .25	\$ 2.00	\$18.00	2-3 feet	\$ .35	\$3.00 \$27.00		
12-24 in. high	.35	3.00	20.00	3-4 feet	.50	4.50 40.00		
24-36 in. high	.45	4.00	30.00	4-5 feet	.65	6.00 50.00		
Large	.50	4.50	40.00	Extra Large	1.00			
Large bearing	1.00	9.00	85.00	JAPANESE PERSIMMON			Waterer, 18 to 24 in.	
MEYER COMMERCIAL LEMON				Each Per 10 Per 100			..... .60 each	
Each Per 10 Per 100				2-3 feet			\$ .55 \$5.00 \$40.00	
2-3 feet high	\$ .90	\$ 7.50	\$65.00	3-4 feet	.70	6.00 50.00		
3-4 feet high	1.00	8.50	70.00	4-5 feet	.85	7.00 60.00		
Large Bearing	1.25	10.00	90.00	GRAPE VINES—CONCORD AND NIAGARA			Clematis trees	
KUMQUAT TREES				Each Per 10 Per 100			..... \$ .40 to \$1.00	
Each Per 10				2-3 feet			Camphor trees	
1 year old	\$ .25	\$2.00	\$18.00	3-4 feet			..... 1.00 to 3.00	
2 year old bearing	1.25	10.00		4-5 feet			Camelia Japonica, (white, red, pink, variegated)	
3 year old bearing	1.50	12.50		1 year			..... 2.00 to 3.00	
BLUEBERRY TREES				Each Per 10 Per 100			Cape Jasmine	
Each Per 10 Per 100 Per 1000				2 year			..... .75 to 1.00	
1-2 in. Caliper	6.00	50.00	400.00	3 year			Wisteria Vines	
1-4 in. Caliper	\$ 5.00	\$40.00	\$300.00	1 year			..... .50 to .75	
3-4 in. Caliper (bearing)	8.00	70.00	600.00	2 year			Scuppernong Grapes	
Extra large (1.10 10 0)				3 year			..... .50 to 1.00	
ORNAMENTAL TREES AND SHRUBS				Each			Crepe Myrtle (Lavender, red, pink, white, in bloom 6 months)	
ARBOR VITAE				Golden			..... .75 to 1.25	
Each				Rosedale			Abelia Grandiflora, (bell shaped white flower, in bloom 6 months)	
Golden				1.50			..... \$2.50 & \$3.50	
Rosedale				1.50			2.50 & 3.50	
Baker (Pyramidal)				1.50			2.50 & 3.50	
Virginia Cedar				.50			1.00	

If you desire other trees, plants, flowers or shrubs not listed, please let us know what you desire, and we will do our best to procure it for you, as we desire to serve our clients in the most efficient way possible.

W. A. COX NURSERY COMPANY,

Office phone 357

Box 330, Gulfport, Mississippi,

Residence Phone 2503.



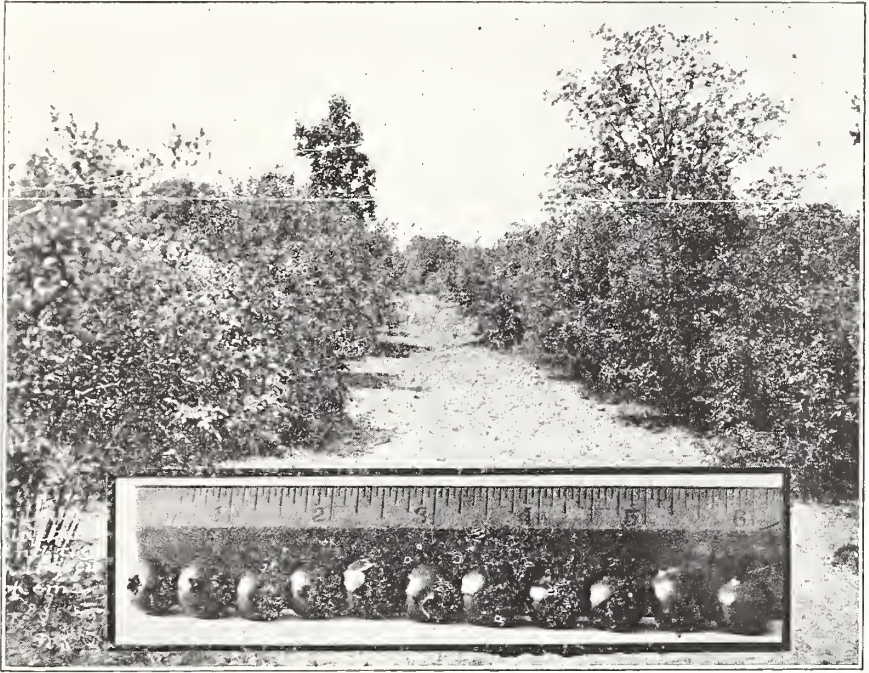
# W. A. COX NURSERY CO.

## REVISED PRICE LIST, SEASON 1925-26

Printed matter on folder holds good. In ordering trees, shrubs and flowers, be governed by the prices on this sheet. We wish to impress upon you the importance of setting trees this season, as they are a valuable asset to your City Lot, Suburban Home or your Country Farm.

Our many years of experience enables us to supply you with only First-Class Stock.

You are invited to inspect the trees in the Nursery.



BLUEBERRY ORCHARD AND INSERT SHOWING THE FRUIT—ELEVEN OF THE BERRIES MEASURE SIX INCHES IN WIDTH—BLUEBERRY TREES WILL PRODUCE FRUIT THE SECOND YEAR AFTER PLANTING

### COX'S EARLY BEARING PAPER-SHELL PECAN TREES

Size—	Each	Five	Ten	100
2-3 Feet	\$.90	\$ 4.25	\$ 8.60	\$ 75.00
3-4 Feet	1.00	4.75	9.00	85.00
4-5 Feet	1.20	5.75	11.00	100.00
5-6 Feet	1.35	6.50	13.00	120.00
6-7 Feet	1.50	7.25	14.00	135.00
7 Feet to large.	2.00	9.00	16.50	150.00
Large	2.50	12.00	22.50	200.00
Extra Large	3.50	17.00	30.00	275.00
Extra Special	4.00	19.00	35.00	325.00

### SATSUMA ORANGE TREES

	Each	Per 10	Per 100	Per 1000
8-12 in. high	\$.45	\$3.50	\$25.00	\$225.00
12-24 in. high	.55	4.50	35.00	325.00
24-36 in. high	.80	6.50	60.00	550.00
Large	1.00	9.00	85.00	
Extra Large				
(Bearing)	1.50	13.50	125.00	

### GRAPEFRUIT

	Each	Per 10	Per 100
8-12 inches high	\$.45	\$3.50	\$25.00
12-24 inches high	.55	4.50	35.00
24-36 inches high	.80	6.50	60.00
Large (Bearing)	1.00	9.00	85.00

### MEYER COMMERCIAL LEMON

	Each	Per 10	Per 100
2-3 feet high	\$1.00	\$ 9.00	\$80.00
3-4 feet high	1.25	11.50	100.00
Extra Large (Bearing)	1.50	13.50	125.00

### PRICE OF KUMQUAT TREES

	Each	Per 10
1 year old	\$1.00	\$ 9.00
2 years old (bearing)	1.50	14.00
3 years old (bearing)	2.00	19.00

### BLUEBERRY TREES

	Each	Per 10	Per 100	Per 1000
1/4 inch Caliper	\$5.00	\$40.00	\$300.00	
1/2 inch Caliper	6.00	50.00	400.00	
3/4 inch Caliper (bearing)	8.00	70.00	600.00	
Extra Large	\$1.10	10.00		

### PINEAPPLE (SAND) PEAR

	Each	Per 10	Per 100
3-4 feet high	\$.55	\$5.00	\$ 40.00
4-5 feet high	.65	6.00	50.00
5-6 feet high	.80	7.00	60.00
6-7 feet high	1.00	8.00	70.00
Large	1.25	11.00	90.00
Extra Large	1.50	13.50	110.00

### GRAPE VINES—CONCORD AND NIAGARA

	Each	Per 10	Per 100
1-Year	\$.25	\$2.00	\$18.00
2-Year	.35	3.00	25.00
3-Year	.40	3.50	30.00

### ORNAMENTAL TREES AND SHRUBS

	Each
Golden Arbor Vitæ	\$1.50 to \$3.00
Rosedale Arbor Vitæ	1.50 to 3.00
Oleander Trees	.40 to 1.00
Washingtonia Palms	1.00 to 3.00
Canariensis Palms	1.00 to 3.00
Camphor Trees	.50 to 3.00
Camelia Japonica (white, red, pink, variegated)	2.00 to 3.00
Cape Jasmine	.50 to .75
Hardy Bamboo	.50 to 1.00
Virginia Cedar	.50 to 1.00
Wistaria Vines	.50 to .75
Roses (2-year)	.50 to 1.00
Fig Trees	.50 to 1.00
Japanese Persimmon	.60 to 1.00
Scuppernon Grape	.50 to 1.00
Peach Trees	.30 to .65

All orders will receive our prompt and careful attention and satisfaction GUARANTEED.

No orders filled for less than \$3.00.

W. A. COX NURSERY CO.,

GULFPORT, MISS.





## THE BLUEBERRY

The Blueberry, one of the oldest and most favorably known of American fruits, seem destined, within the next few years, to take first place among the choicest of berries.

So striking have been the results of experiments in the selection of certain strains of the Blueberry and its proper cultivation as an orchard fruit, the conservative Department of Agriculture feels justified in saying: "The introduction of the Blueberry into agriculture has a much more profound significance than the mere addition of one more agricultural industry to those already in existence."

In the extreme South, no great distinction has heretofore been drawn between the Huckleberry and the Blueberry—two distinct species of fruit. The small Huckleberry, with its ten large seeds, a shrub of very wide distribution, has often been confused with the large, deliciously flavored, small seed Blueberry, and this confusion of species has held back the development of the Blueberry as a very profitable orchard fruit. Even now people are slow in making a distinction between our common small-shrub Blueberry with its single berries and the new Blueberry with its 10 foot bush and great clusters of magnificent fruit.

In the United States, the Blueberry seems to have reached the highest development near Whitesbog, N. J., and Okaloosa County in West Florida. Some thirty-five years ago, Mr. M. A. Sapp, of West Florida, began the systematic cultivation of the Blueberry, and the success he has attained has attracted national notice.

### RANGE OF THE BLUEBERRY

The success of the Blueberry is assured over the territory covered by natural growth of the common Huckleberry. This may easily be said to comprise the Southern States with the exception of those regions containing too much lime.

Soil requirements for the Blueberry make it extremely well-suited to Southern coast soils. It **THRIVES** on acid soil and yet one well aerated and constantly supplied with a moderate degree of moisture. These requirements of the Blueberry pre-eminently fit it for much of our soil, at present unfit for the cultivation of field or orchard crops **BECAUSE** of the over-acidity and moisture. It seems to thrive wonderfully on the sandiest and poorest of the soils.

### ORCHARDS QUICKLY DEVELOPED

The cultivated Blueberry comes into bearing two years after transplanting, and actual field records show that the following yields per tree can be relied on: 2nd year, 1 quart; 3rd year, 3 quarts; 4th year, 5 quarts; 5th year, 8 quarts; 7th year, 15 quarts; 9th year, 22 quarts; 11th year, 30 quarts.

The trees are set 15 by 15 feet, giving 193 to the acre. The trees reach a height of about ten feet and a spread of eight to ten feet. Up to the present time, no disease has attacked the Blueberry, and spraying is entirely unnecessary. It is proving the most easily cultivated of orchard trees and the fruit is produced and marketed at a very small expense.

### FRUIT

Blueberries begin ripening in June and are picked weekly during the months of June, July and August. The berries grow in clusters very much like grapes and vary in size from one-fourth to one-half inch in diameter. The presence of a dense bloom over an almost black skin gives the Blueberry a beautifully attractive bluish color, and the absence of moist berries or berries withered from exposure to atmosphere makes a bowl of blueberries the most appetizing of fruits. They are eaten raw with sugar and cream and preserved like strawberries.

Price **GUARANTEED** cluster Blueberry trees nursery grown, well-headed and well-rooted, F. O. B. Crestview, Florida.

Size—	Per 10	Per 100	Per 1000
1-2 Inch Caliper -----	\$ 7.00	\$ 60.00	\$500.00
3-4 Inch Caliper -----	9.00	80.00	700.00
1 1-2 Inch Caliper -----	11.00	100.00	900.00



Our Cluster Blueberry Nursery of Well-headed and Well-rooted Trees

### PERTINENT COMMENT

In a letter to the Sapp Blueberry Farm, Luther Burbank, says:

"Your astounding success with the Blueberry will help to make **THE BLUEBERRY COME TO ITS OWN**, as I think it is the best berry ever raised."

Mr. W. A. Cox, Gulfport, Miss.:

Dear Sir—I am in receipt of yours, asking for information relative to blueberry orchards, their yield, etc.

My oldest trees are 33 years of age. I have cultivated them very little. I find that it pays to use some fertilizer and give them clean cultivation.

My youngest grove ranges from 2 1-2 to 3 1-2 years of age. Trees begin to bear 2 years after planting.

My nine-year grove, which is really my best orchard, pays me annually about \$500 per acre.

I find a ready sale for all blueberries that can be produced at \$6.00 per crate (24 quarts).

I have never missed a crop of berries all these years. I have never sprayed my trees and no disease has ever been discovered on any of them as yet. No refrigeration is required in shipping the fruit, as they carry in good condition into the Northern cities, will keep in good condition for 6 or 8 days.

In my estimation the blueberry of this section is one of the best berry trees known and we would recommend to any one that desires to make money that they plant blueberry trees.

I believe that 2 acres at from 7 to 10 years of age would support any common little family, by doing all the picking themselves.

Yours truly,

M. A. SAPP.

West Florida, August 29th, 1923.

W. A. Cox, Gulfport, Miss.

Dear Sir—I have been growing the now famous Blueberry trees in orchards for a number of years. These plants were taken from the forests 12 years ago.

I have kept a record of a number of these trees as to yield and I find that some of these trees have yielded as much as 50 quarts per tree at 12 years of age, and I think that I am safe in saying that the average yield of all of my other trees that are now 8 and 12 years of age will average 20 quarts per tree annually. I believe that there is more money to be made from a blueberry orchard when properly cared for than almost any kind of orchard that can be planted.

The demand has been far greater than the supply through this territory for this wonderful berry.

Yours truly,

W. R. LOCKE.

West Florida, August 29th, 1923.

### YOUR WASTE LAND

In the Southern States there are thousands of acres of waste land, or unused land. On every plantation or farm there's a creek or corner cut off from the balance of the place by a ravine, often there's a hack pasture that is ideal for the growing of pecans.

Pecans thrive in the wild state along the creeks and river bottoms of all the Southern States and thousands of the (small) native pecans are marketed with profit each year.

Now I'm serious in trying to get you to use all these unused corners of space that is now waste land. Suppose you had planted even 10 grafted pecan trees each year on the odd corner or creek bottoms of your home place.

Take five acres and plant "gold nugget" grafted pecan trees 50 feet apart, 17 trees to the acre, the pecans will bear some the fourth year after planting grafted stock. In the meantime plant blueberries (the huckleberry's cousin) between the rows during June, July and August of the year they are planted you can pick and sell blueberries and they will increase in production each year.

The blueberry tree will pay for the care of the pecans until they bear and show a profit besides thus giving you a twice-a-year pay-day inside of five years.

So lets not put all the eggs in one basket—lets have two sure producing trees in the same grove—neither of which are affected by the cold weather—five acres of either pecans or blueberries will pay for the boy's college course—plant both on the same five acres and send them all to college.

Mark Twain in his story "Huckleberry Finn" makes you think of huckleberry pies, fishing and boy fun—so we ask you to "thing" of the huckleberry's cousin the blueberry—a native of the South yet growing in parts of New Jersey, the blueberry has recently come into its proper place as a delicious fruit-food—I want you to get this fact, blueberries will grow "where the huckleberry grows"—you may have a half acre of land that you do not use at present—I want to picture to you that that half acre one year from today with the bushes almost waist high and realize you can in June, July, and August of next year actually pick your own blueberries and sell them at a good price. The market will not be supplied for years and each year you will be able to market more and more blueberries—remember the berries keep well, ship well and bring a good price—wherever you live I'm sure you know "where the huckleberry grows"—the blueberry grows and thrives in any acid soil.

THE FOLLOWING HAS RECENTLY BEEN WRITTEN IN A BULLETIN ON THE BLUEBERRY BY THE STAFF OF THE DEVELOPMENT BOARD OF THE SEA BOARD AIR LINE RAILWAY COMPANY OF SAVANNAH, GEORGIA.

### "ADVANTAGES OF THE TREE BLUEBERRY"

"Abundant annual crops are produced regardless of weather conditions.

No difficult cultivation is needed to develop an orchard or to keep it bearing.

No large amounts of commercial fertilizers are required. The cost of securing trees is small.

Spraying is unnecessary for disease or insect pests.

No pruning is needed.

The markets are taking all berries offered at good prices.

The harvesting is extended over a long period of time; so there is no rush season to gather the crop and there is no long waiting after planting before trees yield a worthwhile crop."

**SEVEN**  
**Hundred**  
dollars an acre  
is the value of  
the crop from  
this orchard.



Nine-year Old Cluster Blueberry Orchard Yielding Heavily







While you are waiting  
for pecan trees to bear,  
plant Blueberries in be-  
tween the rows and  
CASH in--Have two pay  
days a year.

### BLUEBERRIES (THE NEW FRUIT)

The Blueberry has recently come into notice. It has grown for many years in the forests of New Jersey and in North Florida, but until recently it has been grown only for home consumption by certain individuals, who happen to be acquainted with the trees. Now the trees are being propagated and the fruit is being handled commercially. It has proven that there is a ready market everywhere for the berries. Trees produce from 30 to 50 quarts per tree annually, from 7 to 12 years of age. The fruit retails at from 40 to 50 cents per quart in the open market. Trees come into bearing 2 years from planting and have never been known to have disease of any kind. They do not require spraying and are known to live 100 years. They ripen and are harvested during the months of June, July and August. Color of fruit is dark, bluish black, splendid texture. May be eaten with cream and sugar (as strawberries) or may be used for jams, jellies, pies, and in fact in so many ways until we would advise everyone to set trees of this splendid fruit.

Bulletin 974 of the U. S. Department of Agriculture, page 22, gives a record of a blueberry orchard. The trees were 7

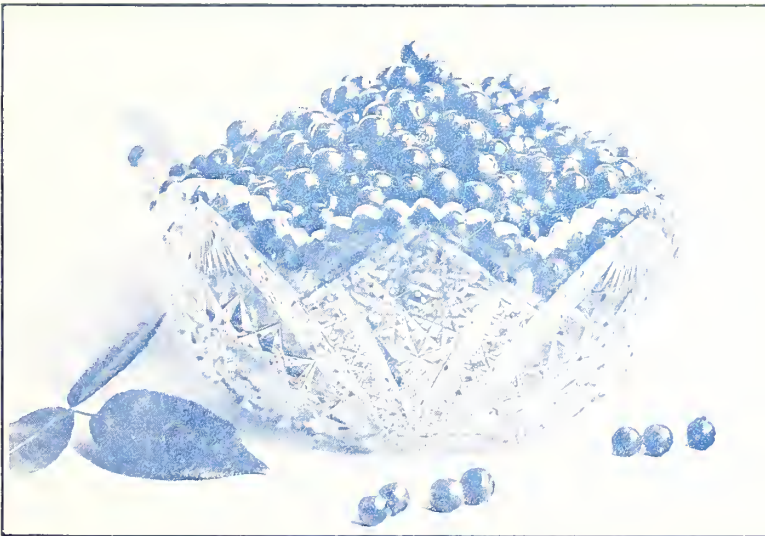
years of age in 1919 and yielded 95.8 bushels per acre. Fruit sold for \$966 per acre, while in 1920 the same orchard produced 117.3 bushels per acre and the fruit sold for \$1,290.

Same Bulletin, page 24, "Conclusion:" "The introduction of the blueberry into agriculture has a much more profound significance than the mere addition of one more agricultural industry to those already in existence. Blueberries thrive best on soils so acid as to be considered worthless for ordinary agricultural purposes. Blueberry cultivation therefore, not only promises to add to the general welfare through the utilization of land, almost valueless otherwise, but it offers a profitable industry to individual owners in certain districts in which general agricultural conditions are especially hard and it suggests the possibility of the further utilization of such lands, by means of other crops adapted to acid conditions."

Price of Guaranteed Unheaded Cluster Blueberry Trees.

F. O. B. Crestview, Florida.

Size—	Per 10	Per 100	Per 1000
1-2 Inch Caliper	\$5.00	\$45.00	\$400.00
3-4 Inch Caliper	6.50	60.00	500.00
1-1-2 Inch Caliper	8.00	75.00	600.00



Cluster Blueberries Ready to Serve.

Think of "huckleberry" pies and then remember the Blueberry is the huckleberry's cousin with the seeds left out and the flavor developed by cultivation and the crossing of the best varieties.

Blueberry Trees thrive in ANY acid soil and bear during June, July and August, the second year after planting.



# BLUEBERRIES

will pay while  
you are waiting  
for your ship to  
come in.



*L. C. Corbett, U. S. Dept. of Agriculture,*  
DON'T WAIT FOR YOUR SHIP TO COME IN

*Bureau of Plant Industry*  
IS A GOOD PLACE TO STOP IN

*Washington, D. C.*

BUT THE SHIP LANDS AT GULFPORT

